

# The Connector



August 2015

## Message from WisDOT Secretary Mark Gottlieb

This week the department hosts the 41st annual Governor's Conference on Highway Safety. The conference theme of "connecting toward zero deaths" reminds us that every facet of traffic safety should be united and focused on the goal of zero preventable deaths on Wisconsin roads. WisDOT appreciates the contributions of all our transportation partners in helping to make Wisconsin roads safer. With traffic fatalities in 2015 trending higher than last year, let's work together to keep traffic safety a priority in the coming months through enforcement, education, engineering and emergency response. Everyone can make a difference.

## Drive Sober or Get Pulled Over campaign underway

Law enforcement agencies across the state will be out in force to combat drunken driving during the "Drive Sober or Get Pulled Over" campaign from August 21 to September 7.

Enforcement and educational efforts to prevent drunken driving, like the campaign, have helped reduce deaths from alcohol-related crashes by approximately 51 percent and injuries by 55 percent over the last 10 years in Wisconsin.

To get drunken drivers off the road before they kill themselves or innocent victims, 23 impaired driving task forces in the state have been created that allow multiple agencies to coordinate and combine their resources for high-visibility enforcement efforts. Overtime for task force officers is covered by federal funding administered by the WisDOT Bureau of Transportation Safety.

Impaired driving task forces typically notify the public in advance of their enforcement initiatives as a deterrent to drunken driving. Roadside signage and vests on officers let the public know that intensified drunken driving enforcement is underway.

"Law enforcement officers are well trained in identifying the signs of impaired driving, and they know where and when to look for drunken drivers," says David Pabst, director of the WisDOT Bureau of Transportation Safety. "If drivers make the irresponsible and reckless decision to get behind the wheel while impaired, officers are ready to stop, test and arrest them."



Last year, there were more than 24,000 convictions for operating while intoxicated in Wisconsin. However, the goal of the campaign is to get people to drive sober, not to make more arrests.

To help prevent drunken driving, WisDOT offers a free Drive Sober mobile app, which includes a find-a-ride feature that uses a smart phone's GPS to locate alternative transportation, a blood alcohol estimator, designated driver selector, and interactive games that help determine whether drivers should give up their car keys. Since its launch two years ago, more than 62,000 people are current users of the app, which can be downloaded for free by visiting: [www.zeroinwisconsin.gov/resources/](http://www.zeroinwisconsin.gov/resources/).

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## Who's who at WisDOT

The Division of Transportation System Development (DTSD) has a new leadership team in place as the result of recent retirements. Joe Olson has been appointed division administrator. Joe began his career with WisDOT in 1989 and had been serving as the acting administrator and deputy administrator-regions. Joe previously spent 16 years as director of District 5



and the Southwest Region. Rebecca Burkel moved from director of the Bureau of Technical Services to deputy administrator-statewide bureaus. Prior to 2011, Rebecca was deputy director in the North Central Region. She has been at WisDOT since 1993. Dewayne Johnson moved from the Bureau of Traffic Operations, where he had been the director since 2014, to deputy administrator-regions. Prior to serving as BTO director, Dewayne was director of Southeast Region for nine years. He has been at WisDOT since 1989. Joe, Rebecca and DeWayne can be reached through the DTSD Administrator's Office at (608) 266-8488.



The Wisconsin Department of Transportation's MAPSS Performance Improvement Program reviews performance measures for five key goal areas that guide us in achieving our mission - mobility, accountability, preservation, safety and service. To check out the latest online reports, simply click on the MAPSS logo.

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